CONTENT DISCOVERY
WOW. AND NEXT.

RED BEE

Great content wows your audience — but only if they can find it. This is where Red Bee Media's Content Discovery services comes in.

We help your audience navigate your content in the search for amazing viewing experiences, increasing user satisfaction along the way and leaving them wanting more.

Our Content Discovery offering is the most effective way to improve your audience's user experience by adding rich information, dynamic images, compelling synopses, and relevant video content to your service. The result? Your audience not only find what they are looking for, but they enjoy the journey of discovering their new favorites.

How metadata brings your content to life

Metadata is at the heart of creating targeted content recommendations. By cataloging linear schedules, digital listings, synopses, titles, and a multitude of other data points we bring structure to enrich your content to its fullest potential.

Red Bee Content Discovery provides customers with access to a universe of rich data sets for linear and non-linear (VOD) content to power basic and next generation user interfaces, program guides and websites.

The Content Discovery services are available stand-alone and as part of a managed service solution, with the possibility to module the scope of service as you develop your business.

KEY BENEFITS

- Multi-platform integration capability
- A global dataset for one-stop convenience
- Support for multi-region operations
- No need to deal with multiple data vendors or service providers
- High quality standards, with text and visuals applied with sensitivity and cultural awareness

How your audience benefits

- Accurate and always up to date
- Localized and multilingual
- Rich and informative
- Seamless across all screens and devices

The essentials

- Database of more than 10 million video, audio and image assets covering 90%+ of all linear and non-linear programming
- More than 10,000 streaming/ OTT/VOD/Linear sources globally
- Hundreds of editorial and metadata experts at your service
- Platform capabilities to deliver in over 25 languages

ARCHIVED DATA

Unleash the power of the most comprehensive linear scheduling data that can reference 10+ years of television history in North America.

Red Bee Media's archival data will help you create the perfect strategy to boost your analytics and make smarter decisions on behalf of your clients. Increase the strength and depth of your AI for smart ad placement decisions. Minimize risks and optimize margins of your residual agreements.

FOR RESIDUAL RIGHTS

· Red Bee provides reliable archived data of thousands of shows aired in the United States to help broadcasters, film studios, professional sports leagues, production companies and distributors to monitor their valuable shows.

FOR ANALYTICS FIRMS

· Generate analytics reports for your customers based on metadata extracted from linear television schedules to improve your advertising strategies.

Program and schedule analysis

Explorer is a highly reliable online tool to find program schedule information for all broadcast and cable channels.

- Track any title or channel across the U.S., Canada, as well as in a number of other countries.
- Pre & post-broadcast airings
- Custom reporting with ID matching
- Identify first run premiere for all channels
- Extensive Metadata
- Up to 8 weeks of advance & years of archive schedule data
- Used for residuals, compliance, barter, clearance/line-ups, and research
- Also used by sales, legal, and other departments
- Used in product management, for additional turns on inventory

HARNESSING THE GLOBAL POWER OF IMDb

The world's leading authority in ratings, trending data, and popularity lists for movies, TV, and celebrity news.

- Influence consumer viewing
- Share popularity awareness
- Drive users to purchase and subscribe to content
- Strengthen the value of your brand and service
- Enhance the value of your content library

Brands delivering WOW with Red Bee include:

Haivision · TITAN TV INC · who's watching tv WWTV · SYNCBAK · BT SPORT

colemedia · dot screen · BATES WHITE ECONOMIC CONSULTING · nenda · 4

Red Bee helps the world's strongest brands and content owners instantly connect with people, spanning cultures, continents, and languages. We engage and grow your audiences at epic volume, astonishing speed, in amazing quality.

- Unique end-to-end media capability
- Integrated modular services
- Innovation and exceptional service
- Pioneering technology

WOW YOUR AUDIENCE WITH RED BEE.

If you're interested in Red Bee end-to-end services, then contact us to find out more:

www.redbeemedia.com

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